

About Sock 2012

What is SOCK?

SOCK was established by Loughborough Town Hall in 2009 with support from Creative Leicestershire to be Leicestershire's leading quality selected Arts, Crafts, Designer Maker's Purchase and Commission Fair.

Is SOCK just for local artists?

Absolutely not! Although this event supports local artists, we welcome applications from artists from all over the UK – or even the world! See the 'Who can apply' question below for information on the kind of things we're looking for.

Where is SOCK located?

In the Main Hall, situated on the ground floor, at Loughborough Town. And new for 2012, five 2D applicants will be selected to exhibit in Sock Gallery as part of the Fair.

The Application Process

Who can apply to SOCK?

We are looking for Visual Arts, Textiles, Ceramics, Glass, Jewellery, Furniture, Sculpture, Paintings, Photography and Interiors. We welcome applications from all over the UK.

How many artists are selected to exhibit?

30 artist/makers will be selected, with a limit on each art form in order to achieve a balance of work. New for 2012 - an additional 5 artists will be selected to display their work in the Gallery.

When does the application process open / close?

Please note that this time the application process opens in June 2011 with an earlier submission deadline of FRIDAY 25TH NOVEMBER 2011 – Don't miss out!

How does the application process work?

ALL applications are sent to the independent panel for judging, where your submitted images will be discussed. The panel includes representatives from Creative Leicestershire, Design Factory, the Ferrers Gallery and Charnwood Borough Council. This ensures that all applications are treated in the same way and go through exactly the same process. 35 Artists in total will be selected, with a limit on each art form in order to achieve a balance of work. Please see below for the criteria.

What are the independent judging panel looking for?

As well as the requirement to select a wide range of work, the panel have specific selection criteria which include:

- Quality of the work (technical skill)
- Originality of work (ideas behind the work)
- Products that are likely to sell
- Work that is well presented

Will I receive confirmation that my application has been received?

Yes. You will receive a confirmation email (or letter if no email address is provided). Please ensure that you use the correct postage when sending your form to us. If you have not received a confirmation email within a week of sending your form, please contact us.

How and when will I be notified if my application has been successful?

All applicants will receive a letter (as opposed to an email) notifying them either way by the end of January. If you have not heard from us by the end of January please contact us.

Will I receive feedback from the independent panel?

Due to the number of applications received each year the panel are, unfortunately, unable to provide feedback. Loughborough Town Hall receives the panel's verdict only.

How much is it to exhibit at SOCK?

Main Hall pitch: £100 for the two days of the Fair

Sock Gallery pitch: £150 for the two days of the Fair, plus 2 weeks before the date of the Fair your work will be displayed and people will be able to make purchases through our Box Office. For more information on a pitch in the Gallery, please read the 'Information for Applicants' on the website.

When will I have to pay?

There is no application fee, you will only be invoiced if your application is successful after you have confirmed that you can still attend the Fair. Payment must be received before the date of the Fair.

Tell me more about Sock Gallery...

If you haven't visited the new Gallery at Loughborough Town Hall yet, do pop in - entrance is free and the Gallery is open 9am-5pm. For more information on a pitch in the Gallery for SOCK Fair 2012, please read the 'Information for Applicants' on the website. For general information on SOCK Gallery itself, please refer to the Sock Gallery website - www.loughboroughtownhall.co.uk/sock/gallery

I am a 2D Artist but do not wish to apply for a Gallery pitch, can I still apply for a stall on the Main Hall?

Of course. However please note that, as in previous years, there is limited space for this type of work in the Main Hall as we are not permitted to attach art to the walls. Therefore it is recommended that you bring in suitable display boards / browsers for this type of work. For Artists who prefer not to use display boards, you will be positioned along the stage side of the hall so that your work can be exhibited on the stage, just behind your stall. Please specify at the relevant point on your application form whether you are applying for a Gallery pitch or a Main Hall pitch.

Why wasn't I accepted this year when my previous application/s was successful?

The independent panel will judge each application based on the images submitted for that particular year, and so a successful application one year does not guarantee a place at future fairs. Similarly though, an unsuccessful application one year doesn't mean that you won't be considered next time. If you have applied in the past, please ensure that you use different images to support your application, as it is important that we keep the Fair fresh in terms of the products available.

If unsuccessful, can I apply again next year?

Of course! An unsuccessful application one year doesn't mean that you won't be considered next time.

Are there any further tips you can offer?

- When considering which images to submit it is worth bearing in mind the judging criteria, particularly the part about the way your work is presented – make sure your photos do your work justice!
- Each year we tend to receive a lot of applications for jewellery and textiles so it's a good idea to submit images of your most original pieces.
- Don't forget to include the price range of your work, as this is something that's considered when the applications are judged.
- Lastly, if you are not using a word processor to fill in your application form, please ensure that your writing is legible so that the panel can read about you and your work.

On the day of the Fair

Will I have access to a power point?

If you need access to power please specify at the relevant point on your application form and bring along your own extension leads. Please note that ALL electrical equipment must be PAT tested before being used within the venue.

How much space will I be allocated?

Your stall will consist of a 6 foot trestle table with SOCK branded table cover. You may bring along any display stands / browsers for your work and use these either as well as or instead of the table.